

# memorandum

**DATE:** June 5, 2012

**TO:** Michael S. Flad, City Manager

**FROM:** Greg Herrmann, Community Development Director  
Via: Patrick Prescott, Acting Assistant Community Development Director –  
Transportation and Planning  
By Martin Potter, Planning Technician

**SUBJECT: Project No. 12-0000482 –Zone Text Amendment  
Proposed Outreach Plan for update to the Zoning Use List**

**PURPOSE:**

The purpose of this report is to present the City Council with the proposed outreach plan for the update to the Zoning Use List. Staff recommends that the City Council direct staff to proceed with implementation of the outreach plan.

**BACKGROUND:**

To date, the City Council has adopted an ordinance that organized uses within the Zoning Use List into ten categories and another that updated the Industrial and Manufacturing category. The latter update involved consolidating similar uses and crafting definitions where there were none prior. In July 2011, the City Council considered what would have been the next step in this project: updating the Retail Sales and Dining, Professional Offices and Services, and Medical and Care categories. At that time, the City Council directed staff to reach out to neighborhood and business groups that could potentially be impacted by the proposed changes. Staff completed this outreach and modified the proposed Zone Text Amendment (ZTA), based on some of the feedback received.

On May 8, 2012, the City Council considered the revised ZTA and directed staff to craft an outreach plan that achieves the following objectives:

- Provides the City Council with a thorough analysis of the proposed changes;
- Allows interested neighborhood and business groups to provide additional feedback;
- Targets a wider audience, allowing for increased public participation;
- Breaks the proposed ZTA up into more manageable chunks for future study, and;
- Allows for a final proposal to be considered by the Council in August.

Although this plan does not guarantee additional feedback or participation beyond what has already been received, it would ensure that the proposed changes have been thoroughly vetted by

both the City Council and the public and would allow the final proposal to be considered by the Council in late August.

## **DISCUSSION:**

In order to achieve the objectives outlined above, staff proposes the following:

### **City Council Study Sessions:**

Staff recommends holding study sessions on three consecutive Tuesdays in July. Each study session would focus on three categories of the proposed Zoning Use List. Staff will provide a thorough explanation of how uses are proposed to be consolidated and defined for each category. Any direction that the Council provides to staff will be incorporated into the final proposal, which is tentatively scheduled for Council consideration on August 21, 2012. A tentative outline of the study sessions and categories to be covered is provided below:

<b>Study Session Dates</b>	<b>Categories</b>
<b>July 10, 2012</b>	Residential and Lodging Public and Semi-Public Facilities Recreation, Education, and Assembly
<b>July 17, 2012</b>	Transportation and Communication Retail Sales and Dining Media Services
<b>July 24, 2012</b>	Industrial and Manufacturing Professional Offices and Services, Vehicle Related Residentially-adjacent uses – CUP to AUP

The final study session would also include a discussion regarding the possibility of allowing residentially-adjacent uses to operate with an Administrative Use Permit (AUP) in lieu of a Conditional Use Permit (CUP), which is currently required. The Council received a staff report regarding this topic on May 8, however the item was postponed pending the Council's direction to staff regarding additional outreach for the update to the Zoning Use List.

Although both the Burbank Chamber of Commerce and Board of Realtors provided feedback included as part of the May 8, 2012 City Council report, staff wishes to ensure that both groups have an opportunity to comment on changes proposed for specific categories and have that feedback considered by the City Council at the study session. As such, prior to each study session, staff will contact the Chamber of Commerce and Board of Realtors to solicit any feedback on the categories to be discussed. Any correspondence would be forwarded to the City Council prior to or at the study session. In addition, any persons wishing to attend the study sessions would have an opportunity to comment as part of the oral communications period during the regular meeting, preceding City Council direction on the study session.

### **Community Meeting:**

Following the study sessions, staff recommends holding a community meeting to solicit additional public input on the proposed changes to the Zoning Use List. Having a community meeting following the study sessions provides an additional opportunity for members of the

public who may have been unable to attend a study session to review the proposed ZTA, inclusive of any changes received as a result of Council direction, and provide their input. This meeting is tentatively scheduled for August 1, 2012 at 6:00 PM, and will be held in the Community Services Building.

**Public Noticing:**

The City Council stressed the importance of targeting a wider audience in order to provide as much notice about the proposed ZTA to the public as possible in order to obtain a greater amount of public feedback. In order to achieve this objective, staff seeks City Council direction on the following noticing options:

**Free Noticing Methods**

Notices on Channel 6 Television

Notices on the City of Burbank's website

Email notifications via eNotify

Staff recommends noticing the study sessions, community meeting, and any future consideration of this item using the methods outlined above. These noticing methods require no expenditure of funds by the City; only limited staff time and resources are needed for preparation.

**Mailed Public Notices**

\$0.025 print cost per card; \$0.45 postage cost per card

At the direction of the City Council, staff could notify the following groups:

- All commercial/industrial property owners throughout the City (approximately 2,916 parcels). The estimated cost would be \$1,385.
- All residential properties located within 150 feet of any commercial/industrial parcel (approximately 3,445 parcels). The estimated cost would be \$1,637.
- Both of these groups (approximately 6,361 parcels). The estimated cost would be \$3,022.

A map illustrating the locations of the properties mentioned above can be found as Exhibit A. Should the Council direct staff to mail notices to one or both of these groups, staff recommends that a second notice be mailed out when the final proposed ZTA is considered by the City Council as part of a public hearing. Staff would additionally provide mailed notice to the Chamber of Commerce, Board of Realtors, and members of the Rancho Review Board.

**Notice in the Burbank Leader newspaper**

Standard notice – \$80.00 (approximately)

1/8 page notice – \$285.00

1/4 page notice – \$584.25

At the direction of the City Council, staff could prepare a notice for publication in the Burbank Leader. A single notice could advertise the upcoming study sessions and community meeting, or

multiple notices could be prepared for each event. Should the Council feel that any additional noticing options would be appropriate, staff would welcome direction from the Council.

**FISCAL IMPACT:**

The proposed outreach plan would require staff time and resources in order to prepare notices, staff reports, and presentation materials, but would otherwise impose no additional cost to the City. Mailed notices and newspaper advertisements could be prepared and distributed at an additional expense to the City; while various departments such as Reprographics, the Mail Room, and the Planning Division would share in these costs, ultimately all of these expenses are paid for through the General Fund.

**COUNCIL GOALS:**

The proposed outreach plan furthers the Council's Goal of Communication, Transparency, and Community Engagement for Fiscal Year 2012-13.

**CONCLUSION:**

Staff believes that the proposed outreach plan, as outlined above, would provide a thorough overview of the proposed ZTA, would increase public awareness, and may result in additional feedback from neighborhood and business groups that may be affected by the proposed ZTA.

**RECOMMENDATION:**

Staff recommends that the City Council direct staff to proceed with implementation of the proposed outreach plan and provide direction regarding desired noticing methods.

**LIST OF EXHIBITS:**

List of Exhibits	
Exhibit	Title
A	Map showing potential outreach locations in Burbank.